

The cigarette holder.



We brought it up to date.

Today, it's on the tip of every
Parliament.

It works like those cigarette
holders of yesterday. With an outer
shell. Tough enough to bite on.

And a filter—*really* tucked inside
—easy from your lips.

So you taste good, clean flavor.

Not the filter.

The Parliament holder.

It works like the old kind....
in a new kind of way.



It works like a
cigarette holder
works.

King, 8 1/2 mg. "tar," 0.9 mg. nicotine—
av. per cigarette by FTC method.
110 cigarettes per pack.

